



PAN AFRICA CHRISTIAN UNIVERSITY

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

**END OF SEMESTER EXAMINATION FOR DIPLOMA IN
COMMUNICATION**

JANUARY-APRIL 2019 SEMESTER

CAMPUS: ROYSAMBU

DEPARTMENT: COMMUNICATION, LANGUAGES & LINGUISTICS

COURSE CODE: DCM105

COURSE TITLE: PRINCIPLES OF PUBLIC RELATIONS

EXAM DATE: TUESDAY 9th APRIL 2019

DURATION: 3 HOURS

TIME: 9:00AM-12:00PM

INSTRUCTIONS

- Read the instructions and questions carefully before you write the answers.
- Write your **STUDENT NUMBER** in the Answer Booklet given
- *Write clearly and legibly.*
- This paper consists of **five questions**.
- Answer Question 1 and any other **two** questions
- *ALL PAC University's examination rules and regulations apply*

QUESTION ONE: COMPULSORY

- a. Define the following terms-
 - i. Public relations (2marks)
 - ii. Corporate social responsibility (2 marks)
 - iii. Press release (2marks)
- b. State four skills of public relations professionals (4marks)
- c. Describe four roles of public relations practitioner that help in achieving overall organisation objectives (4 marks)
- e. Describe the need for identifying for publics for an organisation (5 marks)
- f. Describe five values of public relations research (5marks)
- g. Explain three types of images of public relations (6 marks)

QUESTION TWO:

- a) As a public relations officer for a local bank, explain
 - i. Three publics for your organisation.(6marks)
 - ii. Three public relations tools you would use to reach the publics you have identified above. (6 marks)
- b) Describe four models of public relations and how they apply in modern day organisations. (8 marks)

QUESTION THREE

- a) Distinguish public relations from:
 - i. Advertising (2 marks)
 - ii. Marketing (2 marks)
 - iii. Journalism (2 marks)
 - iv. Sales promotion (2 marks)
- b. Explain the two step flow theory and how it applies in public relations. (6 marks)
- c. Explain the systems theory of public relations and how it applies in organisations (6marks)

QUESTION FOUR

- a) Assume you are a Public Relations practitioner and you have been faced by a crisis situation in your organisation. Briefly describe the crisis and explain three ways of managing and communicating during this crisis (12 marks)
- b) Explain four strategies that you would use to repair your damaged reputation (8 marks)

QUESTION FIVE

- a) Discuss five codes of conduct that guide public relations practitioners in Kenya (10 marks)
- b) Explain five challenges facing Public relations in your country (10 marks)